



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

October 1, 2020

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Registration Specialist
S.C. Johnson and Son, Inc.
1525 Howe Street, M.S. 149
Racine, WI 53403-2236

Subject: PRIA Label Amendment – To Add SARS-CoV-2 Claims.
Product Name: Valhalla 2
EPA Registration Number: 89900-2
Application Date: July 20, 2020
Decision Number: 564787

Mr. McKissic:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Emilia Oiguenblik by phone at (703) 347-0199, or via email at

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Oiguenblik.emilia@epa.gov or Joe Varco by phone at (202) 564-1791, or via email at Varco,joseph@epa.gov.

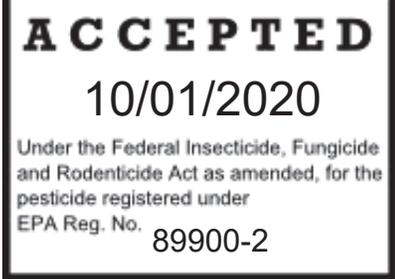
Sincerely,

A handwritten signature in blue ink, appearing to read "John Hebert", with a large, stylized flourish at the end.

John Hebert, Chief
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure; Stamped label

(Note to Agency: Text appearing parenthesis is to optional text.)



Valhalla 2

(Foam) (Foaming) (Multi-Purpose) (Multi-Surface) (Multi-Task) (Antibacterial) (Bathroom) (Restroom) (Shower) (Tub) (Countertop) (Household) (Disinfectant) (Disinfecting) (and) (Cleaner) (Aerosol) (Spray)

Alternate Brand Names:

- Scrubbing Bubbles Disinfectant Restroom Grime Fighter [*Alternate brand name added 10/18/18*]
- Scrubbing Bubbles Restroom Disinfectant Grime Fighter [*Alternate brand name added 10/18/18*]
- Scrubbing Bubbles Disinfectant Restroom Cleaner II [*Alternate brand name added 10/18/18*]
- Scrubbing Bubbles Restroom Disinfectant Cleaner [*Alternate brand name added 10/18/18*]
- Scrubbing Bubbles Disinfectant Multi-Surface Cleaner [*Alternate brand name added 10/18/18*]
- Scrubbing Bubbles Multi-Surface Disinfectant Cleaner [*Alternate brand name added 10/18/18*]

SECTION 1: FORMULA

Active Ingredients:

Alkyl dimethyl benzyl ammonium chloride	0.096%
Octyl decyl dimethyl ammonium chloride.....	0.072%
Dioctyl dimethyl ammonium chloride.....	0.036%
Didecyl dimethyl ammonium chloride.....	0.036%
Inert (Other) Ingredients:.....	<u>99.760%</u>
Total:	100.000%

SECTION 2: REFFERAL STATEMENTS

KEEP OUT OF REACH OF CHILDREN(.)
CAUTION (:)

See Back Panel For Additional Precautionary Statements.
(See Inside Label -or- Panel for Additional Precautionary Statements.)
(Please read all directions carefully before using this product). (Use as directed.)

Net **(Weight) (Wt)** (Contents):

SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

(Shake well before (and) (during) ((use) (or) (using))).

(TO OPERATE:)

(TO) (CLEAN) (GENERAL) (HOUSEHOLD) (KITCHEN) (BATHROOM) (RESTROOM)(FLOOR(S)) (CLEANING) (DIRECTIONS):

(Spray X-Y inches from surface (to be cleaned).) (Hold (product) (farther) (further) from surfaces than (you) normal(ly) (would) to get the full benefit of the (product's) spray pattern.) ((Product) can be sprayed from any angle.) (Wait) (Let stand) (several minutes) (x minutes) (to) Allow foam to penetrate (soil) (dirt) (lime scale) (rust) (stains) (and) (soap scum). (For (visibly soiled areas) (tough jobs), ((repeated use) (reapplication) may be (required) (needed) (necessary).) ((Let stand) (wait) (for) (several minutes) (x minutes) before wiping). (Remove by) (rinse) (rinsing) (clean) (with water) (or) ((wipe) (wiping)) away foam with (a) (wet) (dry) (cloth) (or) (sponge). (Wipe dry after rinsing (,) (if desired.)) (No need to wipe dry.) (On(chrome) (insert surface), rinse with water.)

TO CLEAN:

Spray X-Y inches from surface to be cleaned. Allow foam to penetrate (dirt) (soap scum) (soil). (For visibly soiled areas, let stand (several minutes) (x minutes) before wiping.) Remove by (rinsing with water) (or) (wiping with a wet cloth or sponge). (No need to wipe dry.) (On chrome, rinse with water.)

TO CLEAN:

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray X-Y inches from surface to be cleaned. Product can be sprayed from any angle. Wait (several minutes) (x minutes) to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO CLEAN (WIDE SPRAY):

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray 12-15 inches from surface to be cleaned. Wait 3 minutes to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO DISINFECT(†)(^)(*) (AND DEODORIZE) HARD, NON-POROUS SURFACES:

Pre-Clean visibly soiled areas.

Spray 6-8 inches from hard non-porous surface(s) until thoroughly wet.

Let stand for 5 minutes.

((Then) (wipe.)) ((Wipe with a wet cloth or sponge) (,) (then) (rinse (thoroughly) with water).)

Rinse food contact surfaces with (clean) (or tap) (or) potable water.

TO INHIBIT AND PREVENT THE GROWTH OF MOLD AND MILDEW:

Pre-clean visibly soiled area prior to applying the product for treatment against mold and mildew. On hard non-porous surfaces, spray surface until thoroughly wet. Re-apply as needed.

Do not apply this product around electrical equipment due to the possibility of shock hazard.

(Note to Agency: Text appearing parenthesis is to optional text.)

STORAGE & DISPOSAL

(Residential – Pressurized Container)

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate! Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling, if available. **If partly filled:** Call your local solid waste agency for disposal instructions.

OR

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate! Nonrefillable container. Do not reuse or refill this container. **If empty:** This container may be recycled in aerosol recycling centers. At present, there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to label (DO NOT PUNCTURE!). If recycling option is not available, wrap the container and discard in trash. **If partly filled:** Call your local solid waste agency for disposal instructions.

[Note to Reviewer: The following Storage & Disposal statements are for non-residential uses only]

STORAGE AND DISPOSAL:

Do not contaminate water, food or feed by storage and disposal.

PESTICIDE STORAGE: Store in a cool, dry place away from heat or flame. Do not puncture or incinerate!

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container. This container may be recycled in aerosol recycling centers. At present there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to the label (DO NOT PUNCTURE!). If recycling is not available, wrap the container and discard in trash. If partly filled, call your local solid waste agency for disposal instructions.

SECTION 4: PRECAUTIONARY STATEMENTS

PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals (.)

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

PHYSICAL OR CHEMICAL HAZARDS

CONTENTS UNDER PRESSURE. Do not use or store near heat or open flame. Exposure to temperature above 130° F (54° C) may cause bursting. Do not puncture or incinerate container.

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

(Note to Agency: Text appearing parenthesis is to optional text.)

FIRST AID:

If in eyes	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15-20 minutes. • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
If on skin	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15-20 minutes.
<p>IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</p> <p>Have the product container or label with you when calling a poison control center or doctor, or going for treatment.</p>	

SECTION 5: ORGANISMS

Efficacy Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> 0157:H7 (E. coli) (ATCC 35150) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592)	5 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (H1N1) Virus ^ (Influenza virus) ^ (Flu virus) (VR-1469) Respiratory Syncytial Virus (RSV) (VR-26) Rotavirus (Strain WA) SARS-CoV-2 (Strain USA-WA1/2020)	5 Minutes	5%
Mold & Mildew	<i>Aspergillus niger</i> (ATCC 6275)	NA	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

*(Bacteria)(5 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

(Note to Agency: Text appearing parenthesis is to optional text.)

^(Viruses)(5 minute contact time for disinfection)(:) Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza virus) (Flu virus) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA), [◇]SARS-CoV-2 (Strain USA-WA1/2020)

‡ (Germs)(5 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza virus) (Flu virus) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA), [◇]SARS-CoV-2 (Strain USA-WA1/2020)

(Note to Agency: Text appearing parenthesis is to optional text.)

{Note to Reviewer: These statements for claims against enveloped viruses, shall not appear on marketed (final print) labels.}

EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA’s ‘Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels’ when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category.

- Enveloped virus

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rotavirus (Strain WA)

[Product name] has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard, non-porous surfaces. Therefore, **[Product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

[Name of illness/outbreak] is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the direction for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

SECTION 6: MARKETING CLAIMS

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.

TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 (One-Step) (Multi-Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant[†]) () (& (and) (Cleaner) [†]when used according to disinfection directions
- (3-in1) (4-in-1)(5-in 1) (Multi-Purpose) Cleaner:(cuts grease) (kills viruses[^])[†] (kills bacteria*)[†] (eliminates odor causing bacteria*) (leaves a fresh scent)(kills germs[‡])(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings) [†]when used according to disinfection directions
- A (convenient) way to (clean up) frequent messes
- A way to (kill) (eliminate) (destroy) 99.9%[†] of bacteria* in your (insert locations – Table 3) [†]when used according to disinfection directions
- A way to (disinfect[†]) (and) (clean) (on) hard, non-porous surfaces [†]when used according to disinfection directions
- Antibacterial
- (Antibacterial) (disinfecting[†]) (foam) (foaming) (action!) on hard, non-porous surfaces [†]when used according to disinfection directions
- (Multi-Purpose)(antibacterial)[†] (daily) (insert locations – Table 3) (cleaner) (spray) ((on) (for) hard, non-porous surfaces) [†]when used according to disinfection directions
- An effective disinfectant for use in the (insert locations – Table 3) (on) (for) hard, non-porous surfaces
- Antibacterial[†] (insert locations – Table 3) cleaner [†]when used according to disinfection directions
- Antibacterial Action
- Antibacterial Formula (cleans and disinfects[†]) [†]when used according to disinfection directions
- (Brand name) Wipes out tough grime and (household) germs[‡]!
- (Insert locations – Table 3) cleaner and disinfectant[†] (on) (for) hard, non-porous surfaces [†]when used according to disinfection directions
- (Clean) (Disinfect[†])(Sanitary) hard, non-porous surfaces (wherever), (whenever) you (go) (travel) (need) [†]when used according to disinfection directions
- (Cleaning) (and) Disinfecting[†]) (formula) (on) (for) hard, non-porous surfaces [†]when used according to disinfection directions
- Cleaning and disinfecting[†] (on) (for) hard, non-porous surfaces [†]when used according to disinfection directions
- (Cleans,) (shines,) (disinfects[†],) (&) (and) (deodorizes) hard, non-porous surfaces [†]when used according to disinfection directions
- Cleans (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects[†]) (to a sparkling shine) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household) (on) hard, non-porous surfaces [†]when used according to disinfection directions
- (Is good for) (cleans) (one product for) (cleaning) a variety of hard, non-porous surfaces in the bathroom (restroom) (,)(:) (including) (such as) (insert locations – Table 3)

- Combines streak free cleaning with (disinfecting[†]) (antibacterial*) action (on) (for) hard, non-porous surfaces †when used according to disinfection directions
- (Convenient) (way) (to) (clean) (clean-up) (and) (disinfect[†]) on hard, non-porous surfaces †when used according to disinfection directions
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting[†] hard, non-porous surfaces †when used according to disinfection directions
- (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs[‡] are a concern) (of (in) your home)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects hard, non-porous surfaces
- Disinfect(s) (almost all) (of) the hard, non-porous surfaces in your (bathroom) (restroom) (kitchen) (home) (house) (by killing 99.9% of the) (germs[‡])([†]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there) †when used according to disinfection directions (use † only if using Kills (99.9%) germs[‡])
- Disinfects the (busiest) (most)(touched)(used) hard, non-porous surfaces in your (bathroom) (restrooms) (kitchen) (home) (house)
- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (restroom) (kitchen) (home) (house)
- Disinfects the hard, non-porous surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) the most
- Disinfects hard, non-porous surfaces where (common) (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects hard, non-porous surfaces and leaves your (bathroom) (restroom) (kitchen) smelling fresh(!)
- Disinfects[†] (and) (deodorizes) (cleans) (on) hard, non-porous surfaces (!) †when used according to disinfection directions
- Disinfects (and) (-) kills 99.9% of (germs[‡])([†]) (and) (viruses[^]) (and) (bacteria*) on hard, non-porous surfaces †when used according to disinfection directions (use † only if using Kills (99.9%) germs[‡])
- Disinfects[†] (as it cleans) (as you clean) hard, non-porous surfaces †when used according to disinfection directions
- Disinfects[†] bacteria* (and) (deodorizes) hard, non-porous surfaces (!) †when used according to disinfection directions
- (New) Disinfectant formula
- Disinfects on hard, non-porous surfaces (insert locations – Table 3)
- Disinfectant on hard, non-porous surfaces (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5) on hard, non-porous surfaces
- Disinfects surfaces by killing (99.9%)[†] ([◊])SARS-Related Coronavirus 2) ([◊])SARS CoV-2 (COVID-19 virus[◊]) (2019 Novel Coronavirus[◊]) on hard, non-porous surfaces †when used according to disinfection directions
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (disinfects[†]) (while) (disinfecting[†]) (on) hard, non-porous surfaces †when used according to disinfection directions
- (A) (Convenient) (way) (to clean) (and disinfect[†]) ((on) hard, non-porous surfaces) †when used according to disinfection directions
- (Effective on) (Cleans) (kills 99.9% of germs[‡])([†]) (shines) (disinfects[†]) (and) (deodorizes) (bathroom surfaces) (restroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas of

- your home) (on) (such as): (insert locations – Table 3) ((on) hard, non-porous surfaces) †when used according to disinfection directions (use † if using Kills (99.9%) germs‡)
- (Effective against) (disinfects) (kills) (99.9%)† (SARS-CoV-2 (2019 Novel Coronavirus^o) (COVID-19 virus^o) on hard, non-porous surfaces †when used according to disinfection directions
 - (Effective against) (disinfects) (kills) (99.9%)† SARS-CoV-2 virus, (the cause of COVID-19^o) on hard, non-porous surfaces †when used according to disinfection directions
 - For general (cleaning) (and) (disinfecting†) of hard, non-porous surfaces †when used according to disinfection directions
 - For the dirt you can see (and the (household) bacteria* you can't)
 - Formula cleans (and) (disinfects†) †when used according to disinfection directions
 - Fresh Scent of (insert fragrance – Table 5)
 - (Freshens:) (fragrance) (deodorizes) (disinfects†) ((on) hard, non-porous surfaces) (where germs‡ are a concern)((and) leaves your (bathroom) (restroom) (kitchen) (house) smelling fresh! †when used according to disinfection directions
 - (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9%† of (insert locations – Table 3) bacteria* †when used according to disinfection directions
 - Great for (cleaning) (and) (disinfecting†) (on) hard, non-porous surfaces †when used according to disinfection directions (!)
 - Helps kill bacteria*.
 - (Helps) (Eliminate(s)) odors
 - Helps reduce the spread of (common) (household) viruses^ on treated hard, non-porous surfaces(.
 - Helps prevent cross-contamination between treated hard, non-porous surfaces.
 - Helps reduce cross-contamination between treated hard, non-porous surfaces
 - (Household) (bacteria*-killing) formula.
 - (Improved) (scent) (deodorizes) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
 - (Improved) (scent) (fragrance name) (deodorizes) and leaves your (bathroom) (restroom) (kitchen) (home) smelling fresh(!)(.)
 - Kills (insert organism – Section 5)
 - Kills 99.9%† of bacteria* (on) (insert locations - Table 3) (as it cleans) (!) †when used according to disinfection directions
 - Kills (99.9%† of) (household) (bacteria*) (in) (just) (30 seconds) (!)†when used according to disinfection directions
 - Kills 99.9% of Germs‡† (on) (insert locations – Table 3) †when used according to disinfection directions
 - Kills 99.9%† of (cold)(and)(flu) viruses^ ^Human Coronavirus, Respiratory Syncytial Virus, ^Influenza Virus †when used according to disinfection directions
 - Kills 99.9%† of (common) (viruses^ (and) (bacteria*) (like) (insert organisms- Section 5) †when used according to disinfection directions
 - Kills 99.9%† of (household) (bacteria*)(viruses^ †when used according to disinfection directions
 - Kills 99.9%† of viruses^ (and bacteria*) (on) (insert locations – Table 3) †when used according to disinfection directions
 - Kills bacteria* (found) on hard, non-porous, (insert locations – Table 3) surfaces.
 - (Kills) (bacteria*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5) on hard, non-porous surfaces
 - Kills (common) (household) (bacteria*) (and) (viruses^ (without heavy fumes) (!)
 - (Kills) (Eliminates) (Destroys) 99.9%† (of bacteria*) (of the bacteria* commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5) †when used according to disinfection directions

- (Kills) (Eliminates) (Destroys) bacteria* from (insert location – Table 3) (on) hard, non-porous surfaces.
- Kills (harmful) germs[‡] (on) (insert locations – Table 3)
- Kills (household) bacteria[‡]
- Kills (household) (bacteria*) (viruses[^]) (odor-causing bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kills the viruses[^] that cause (the common) cold(s) and flu. [^]Human Coronavirus, Respiratory Syncytial Virus, [^]Influenza Virus
- Kills the virus^(o) that can cause COVID-19^o ^oSARS-CoV-2 on hard, non-porous surfaces
- Kills 99.9%[†] of viruses[^] including ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) (COVID-19 virus^o) on hard, non-porous surfaces [†]when used according to disinfection directions
- Kills viruses[^] including ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) (COVID-19 virus^o) on hard, non-porous surfaces
- Kills viruses[^] including ^(o)SARS-CoV-2 which may cause ^oCOVID-19 disease on hard, non-porous surfaces
- Kills SARS-CoV-2 on hard, non-porous surfaces (in 5 minutes)
- Kills ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) (COVID-19 virus^o) on hard, non-porous surfaces
- Kills SARS-CoV-2 which causes COVID-19 on hard, non-porous surfaces
- Kills (eliminates) 99.9%[†] (^(o)SARS-Related Coronavirus 2) ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) (COVID-19 virus^o) on hard, non-porous surfaces [†]when used according to disinfection directions
- Kitchen cleaner and disinfectant[†] (on) (for) hard, non-porous surfaces [†]when used according to disinfection directions
- Leaves hard, non-porous surfaces disinfected (and sparkling clean) (!)
- Leaves (your) (kitchen) (home) (bathroom) (restroom) (surfaces) (shiny) (clean) (and) (smelling clean).
- Make (cleaning) (and) (killing) (disinfecting[†]) ((on) hard, non-porous surfaces) (removing) (germs[‡]) (virus[^]) (bacteria*) (convenient) (with) (This product) [†]when used according to disinfection directions
- Multi-purpose (antibacterial) [†] (daily) (insert locations – Table 3) (cleaner) (spray) [†]when used according to disinfection directions
- (Multi-purpose) (30 second) (cleaner) (cleaning) (insert Locations – Table 3)
- New way to (clean) (and) (everyday) (–) (a) (cleaner)
- (Now) (also) disinfects hard, non-porous surfaces!
- Now disinfects hard, non-porous surfaces
- Now kills (household) bacteria*!
- Now (and) disinfect (on) (for) hard, non-porous surfaces!
- (Now) (and) (disinfect) (on) (for) hard, non-porous surfaces as you go!
- (Now) (tested) (and) (proven) (effective) to kill (the) (COVID-19 virus^o) ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) on hard, non-porous surfaces
- (Now) (tested) (and) (proven) (effective) against (the) (COVID-19 virus^o) ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) on hard, non-porous surfaces
- (Now) (tested) (and) (proven) (effective) to help reduce the spread of (the) (COVID-19 virus^o) ^(o)SARS-CoV-2 (2019 Novel Coronavirus^o) on hard, non-porous surfaces
- One-step cleaner (and) (disinfectant[†]) [†]when used according to disinfection directions
- (Product name) (Helps reduce the spread of) (insert organisms - Section 5)
- Removes (stains)(/)(build-up) from (insert Table 3 – locations)
- Removes (grime) (soap scum) (while) (disinfecting) (on) hard, non-porous surfaces

- (Disinfectant[†]) (Antibacterial^{*}) (One Step) ((2 in 1) (Bathroom) (restroom) (Kitchen) (Multi-Purpose) (&) (and) (cleaner) [†]when used according to disinfection directions
- Disinfects[†] and deodorizes hard, non-porous surfaces [†]when used according to disinfection directions
- Disinfects[†] as it cleans hard, non-porous surfaces [†]when used according to disinfection directions
- Disinfects (bathroom) (kitchen) (insert location – Table 3) hard, non-porous surfaces
- Disinfects (household) (bathroom) (restroom) hard, non-porous surfaces (insert location – Table 3)
- Disinfects hard, non-porous surfaces
- Shines (and) (plus) kills (household) bacteria^{*}
- Kills (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria^{*}) (viruses[^]) in (their) (it's) (tracks)
- (Kills) (Eliminates) (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria^{*}) (viruses[^]) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs[‡] are a concern)
- The convenient way to (clean) (and) (and disinfect[†]) (and deodorize) (your) (insert locations – Table 3) hard, non-porous surfaces (!) [†]when used according to disinfection directions
- The (easy) (effective) way to (clean)
- (*This Brand*) (*This Product*) (Kitchen) (Bathroom) (restroom) (Cleaner) is the (convenient) way to (clean) (bathroom) (restroom) (household) (non-food contact kitchen) hard, non-porous surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean
- (*This Brand*) (*This Product*) (Bathroom) (Restroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (*This Product*) (Bathroom) (restroom) (Cleaner) thoroughly cleans (shines) (and) (deodorizes) (Shines) (!)
- (*This Brand*) is a (disinfectant[†]) (versatile cleaner) that kills (99.9%[†] of) (household) bacteria^{*}, (removes grease) (,) (and) (cleans) (household) hard, non-porous surfaces (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (*This Brand*) shine. [†]when used according to disinfection directions
- (This Product) (Thoroughly) Cleans, shines and (disinfects[†])(insert locations – Table 3) ((on) hard, non-porous surfaces) [†]when used according to disinfection directions
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects[†]) (Deodorizes) (Deodorizer) (One Step) (Virucide[^]) (Virucidal[^]) (Bathroom) (restroom) (Kitchen) (Cleaner) [†]when used according to disinfection directions
- (Thoroughly) Cleans, shines and (disinfects[†]) [†]when used according to disinfection directions
- Tough on dirt and bacteria...Easy on You!
- Tough on germs[‡] (and) (for everyday use) on your hard, non-porous surfaces
- Use (daily) (everyday) (for a) (fresh) (clean) (kitchen) (bathroom) (restroom) (home) (environment) (house)
- (Use this product to) (*This Product*) (can) (clean,) (shine,) (disinfect[†])(and) hard, non-porous surfaces [†]when used according to disinfection directions
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household) (on) hard, non-porous surfaces...including (insert surface – Table 3)).
- Wipes out tough grime and (household) germs[‡]! [†]when used according to disinfection directions

TABLE 2: MARKETING CLEANING CLAIMS

- A (quick,) (convenient) cleaner like none other!
- All you have to do is wipe (!)
- Always at hand
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Attacks (soap scum) (bathroom (restroom stains) stains)
- (Insert locations – Table 3) (Multi-Purpose) (clean) (and shine)
- Bathroom (restroom) surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- Can be used on a wide variety of hard, non-porous (household) surfaces
- Clean as you go
- Clean you desire (expect)
- Can be used on a wide variety of hard, non-porous surfaces
- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans (tough) grease and grime
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Cleans hard-to-reach spots
- Cleans (and) (shines) without scratching
- Cleans without scrubbing
- (Clean up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Cuts through bathroom (restroom) grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts tough (kitchen) grease (and grime)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- (Deep,) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Does not leave a (cloudy) residue
- Don't let messes (slow) you down in the (insert location – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Easy) (Quick) Cleaner (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy (enough) to (use) (everyday) (everywhere) for cleaning
- (Easy) (Quick) Cleaner (and) (Convenient) (to use) (in) (the) (bathroom) (restroom) (and) (Kitchen) (throughout the house)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (restroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other) (household) hard, non-porous surfaces (such as) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior hard, non-porous surfaces)

- of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
- Effectively cleans (glass) (and other) (household) hard, non-porous surfaces (such as) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
 - Effectively cleans a wide range of hard, non-porous surfaces
 - Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
 - (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
 - Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
 - Eliminates food odors left behind on surfaces
 - Eliminates odors (as it cleans) (as you clean)
 - Fast acting foam (**penetrates hard to reach places for easy cleaning**)
 - Fast (and) (easy) cleaning solution (–) (one product for a variety of) (on) hard, non-porous surfaces
 - Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (restroom) (kitchen) (non-food contact) (on) hard, non-porous surfaces
 - Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
 - Foaming (action) (cleaner) (formula) (does the) (work) (for you)
 - Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (restroom) (rings) (around) (in) (the) (shower)
 - For a variety of (Bathroom) (restroom) (Kitchen) hard, non-porous surfaces
 - For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (restroom) (cleaning) (everyday) (use)
 - For everyday cleaning
 - (Formulated) (for) (tougher) (tough) cleaning
 - For the entire (house) (bathroom) (restroom) (on) hard, non-porous surfaces
 - For (tough) (tougher) cleaning (!)
 - For use on (household) (insert location – Table 3) hard, non-porous surfaces
 - For the entire business ('s) (on) hard, non-porous surfaces
 - For use on business ('s) hard, non-porous surfaces
 - Fits in with your ((kitchen) (bathroom)) (restroom) (Office)(Family Room)(Den) (Car) (décor)
 - For (daily) (everyday) (light-duty) (heavy duty) (touchup) (kitchen) (bathroom) (restroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
 - For (daily) (everyday) (light-duty) (touchup) (bathroom) (restroom) (kitchen) cleaning
 - For everyday use (!)
 - (For) (a) limited time only!
 - For the dirt you can see and the (household) germs[‡] you can't
 - (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
 - (Freshens) (fragrance) (deodorizes (and) leaves your (insert location – Table 3) smelling fresh!
 - (Freshens) (fragrance) (deodorizes and) leaves your (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
 - (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
 - From the makers of (*This Brand*)
 - (Lightly) cleans.
 - (Foam) Goes to work on contact (penetrating) (and) (dissolving) (grime)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Great for hard, non-porous surfaces (all around) (the) (house) (home) (kitchen) (bathroom) (restroom).
- Great on hard, non-porous surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple hard, non-porous surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- Guaranteed to clean or your money back (see back panel)
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a or Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance or scent).
- (Heavy duty) (Multi-Purpose) cleaner
- (Helps) Maintain a clean(er) home
- (Helps) (prevent) (daily) (buildup) of soap scum
- Improved scent deodorizes and leaves your (bathroom) (restroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- (Just) (only) pennies per (dispense) (pump)!
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- (Kitchen) (cleaning) (cleaner) (for) (inert locations – Table 3)
- (Leaves) No (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathrooms) (restroom) (your bathroom) clean and (shiny) (shining).
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance).
- (Leaves a) (brilliant) Streak-free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- Leaves your (whole) (room) (home) (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Makes your job easier.
- Makes (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) clean-ups (touch-up(s)) quick and easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes (touching-up) (messes) (convenient)
- Makes your current quick cleanup (even) (more) (effective)
- Makes your cleaning (job) (life) (easy) (easier)
- Money back guarantee!
- Multiple cleaning tasks
- Multi-Surface or Multi-Task cleaner
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) cleaner
- (Multi-Purpose) cleaner for (bathroom(s)) (restroom) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) hard, non-porous surface(s)
- New (and) (Improved) (!)
- New (and) (Improved) (Scent)(Fragrance)(Cleaning)
- No (abrasives) (or) (phosphates)

(Note to Agency: Text appearing parenthesis is to optional text.)

- No (chemical) (smell) (formula) (fumes) (odor)
- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No-scratch formula
- Non-(abrasive) (corrosive) formula
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) (restroom) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- Now With XX% More Cleaners!
- (Now) (with) (tough) (tougher) (cleaning)
- (One) (quick) (convenient) solution for clean(ing) hard, non-porous surfaces (and) (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) removes (tough) (stains) (such as) (soap scum) (hard water stains) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (restroom) (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (thru) tough (soap scum) (and) (grime) (!) (.)
- Powerful (cleaner) (aerosol) (spray)
- (Quick) touch up cleaning with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- Quick (and) (easy) (bathroom) (restroom) (kitchen) clean-ups
- Quickly touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Quickly) (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (soap scum) (and hard water spots) (or) (hard water deposits) (in the bathroom) (in the restroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Simple (and) (easy) to use for cleaning!
- (Simple) (Easy) Streak-free shine (on) (all) (around) hard, non-porous surfaces (insert Locations – Table 3) (everyday)

- (Simple) (Easy) Streak-free shine on (all) hard non-porous non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- Simply touch (dab) and (&) go!
- Specially formulated for a variety of hard, non-porous surfaces
- Specially formulated for use in the (bathroom) (restroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) cleaning
- Stays where you spray (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (restroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)
- The (fastest) (easiest) (most convenient) way to clean-up (everyday) (little) (messes)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3))
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) Cleaner
- (*This Product*) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica[®]) (glazed porcelain) (fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- (Tough) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out (dirt) (and) (grease) (and) (grime) (and) (leaves a fresh clean scent)!
- Tough cleaning made easy!
- Tough (Tougher) on (grease) (and) (grime)(!)
- Tough new formula cleans (all over the house) (and) (including) (exterior) hard, non-porous surfaces) (!) (.)
- Use in the kitchen, bathroom (restroom) and (throughout) (all around) (the whole house) (your home) (your house))
- Use (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!))
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances))
- Use as (much) (or) (as little) (as you need) to (quickly) clean up (wipe up)
- Use on (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces)
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house))
- Virtually no scrubbing required

(Note to Agency: Text appearing parenthesis is to optional text.)

- We do the work so you don't have to
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) (restroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)!
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) hard, non-porous surfaces
- You can see and hear the Bubbles working

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

ROOMS/AREAS:

- Baby Nurseries
- Bathroom(s)
- Bedroom(s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms
- Living room(s)
- Mudrooms
- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

HARD NON-POROUS ITEMS:

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom(restroom) surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Changing tables
- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (restroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- (Personal) (Home) Electronics
- Elevators
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cooktop(s)¹, dishwasher(s)¹, freezer(s), microwaves¹, microwave oven(s)¹, (oven(s) (doors))¹, (range(s) (hoods)(tops))¹, refrigerator(s), stovetops¹, toasters¹, (and) (even) ((BBQ) grills)¹ ¹allow surface to cool
- Faucets
- Fixtures
- (linoleum) (no-wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass Patio Doors
- Glazed (bathroom) (restroom) (ceramic) (kitchen) tiles
- Glazed (ceramic)) Tile
- Glazed porcelain surfaces
- Grocery carts
- Germ[†] prone surfaces
- Handrails
- Headboards
- High chairs non-food contact surface
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frames
- Recycling bins
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) (restroom) Sink(s)
- Telephone(s)
- Toilet(s) above the water line
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) exterior(s)
- (around) toilet areas
- ((glazed) (ceramic)) Tubs
- Vanity (Vanities)
- Vinyl siding

(Note to Agency: Text appearing parenthesis is to optional text.)

- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

SURFACES:

- Aluminum
- (Baked) enamel
- Bronze
- Chrome
- Corian^{®**} (*is trademark owned by E.I. du Pont de Nemours and Company)
- Formica^{®**} (*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed porcelain (enamel) (kitchen) (bathroom) (restroom) (tile(s))
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel
- Pergo^{®**} (laminate)(hardwood) surfaces (*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- Glazed porcelain enamel
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass
- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Sealed Quartz
- Stainless steel
- Steel surfaces
- Stone surfaces
- Vinyl (curtain(s)) (tile)
- (Finished Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

(Does not harm most bathroom hard, non-porous surfaces) For other surfaces, spot test in an inconspicuous area.

((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (finished wood,) (painted or worn surfaces)) (insert surfaces – Table 3.) (Spot test all hard, non-porous other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.)

TABLE 4: PACKAGING CLAIMS

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size
- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Fast, easy cleaning solution – one product for a variety of surfaces
- For limited time only!
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Fragrance)
- (New) (Big) XXX oz. (Size)
- New (and) (&) (Improved) Sprayer
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- (Trial) (Value) (Pack) (Size)
- Twin Pack
- X% (More) Free
- X oz (More) Free
- X oz at the X oz price
- **X% more than the X (ounce) (oz.)**

TABLE 5: FRAGRANCE CLAIMS

- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Cotton & Italian Mandarin
- Country Garden®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Citrus)(Clean) (Cotton) (Scent)
- Fruit (&) (Citrus)
- Gentle (Breeze)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Orange)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®
- Intense Citrus (Force)
- Invigorating Clean Citrus
- Island Escape®
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(zest) (bubbling)(Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power®
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightning Fresh Lime
- Orange Action™
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- Power (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Sapphire Champagne
- Seasonal
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Spring)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Sparkling (Fresh)(Sweet)(invigorating) Citrus (Twist)
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
- Uplifting Green Apple
- Unscented
- Woody

TABLE 6 – MISC MARKETING CLAIMS

- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, (or bleach)
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No fumes.
- No (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off (Here) (Coupon)
- Recommended for use on (sealed) hard, non-porous surfaces. When in doubt, spot test on an inconspicuous area (of the surface).
- Scratch 'n Sniff
- Smell (Sniff) Here
- (*This Product is*) Produced with more than 30% Renewable Energy
- Will not harm most hard, non-porous surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

(Note to Agency: Text appearing parenthesis is to optional text.)

SECTION 7: MISC

EPA Reg. No. 89900-2
EPA Est. No.

(US) Patent XXXXX
Patent Pending

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
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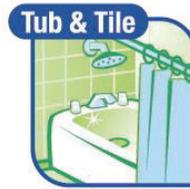
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SECTION 8: GRAPHICS:

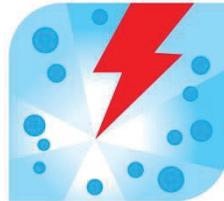
Representative Location Graphics (including kosher):



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Graphics for fragrance descriptions:



(Note to Agency: Text appearing parenthesis is to optional text.)



(Note to Agency: Text appearing parenthesis is to optional text.)



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Other graphics:

